

**STATEMENT UNDER 37 CFR 3.73(b)**

Applicant/Patent Owner: Adobe Systems Incorporated

Application No./Patent No.: 09/814,308

Filed/Issue Date: 03/22/2001

Entitled: Controller for Controlling a System

Adobe Systems Incorporated

, a Corporation

(Name of Assignee)

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest; or  
2. ☐ an assignee of less than the entire right, title and interest  
(The extent (by percentage) of its ownership interest is \_\_\_\_\_ %)

in the patent application/patent identified above by virtue of either:

- A. ☐ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy therefore is attached.

OR

- B. ☒ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

1. From: Alan Paul Rolleston Phillips To: Touch Clarity Limited

The document was recorded in the United States Patent and Trademark Office at

Reel 012018, Frame 0642, or for which a copy thereof is attached.

2. From: Touch Clarity Limited To: Omniture, Inc.

The document was recorded in the United States Patent and Trademark Office at

Reel 019572, Frame 0771, or for which a copy thereof is attached.

3. From: Omniture, Inc. To: Adobe Systems Incorporated

The document was recorded in the United States Patent and Trademark Office at

Reel 023538, Frame 0077, or for which a copy thereof is attached.

- ☐ Additional documents in the chain of title are listed on a supplemental sheet.

- ☒ As required by 37 CFR 3.73(b)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

Lori Behun  
Signature

1-5-10  
Date

Lori Behun

Printed or Typed Name

Telephone Number

Patent Attorney  
Title



*Ju Impd (sc)*  
**UNITED STATES DEPARTMENT OF COMMERCE**  
**Patent and Trademark Office**  
ASSISTANT SECRETARY AND COMMISSIONER  
OF PATENTS AND TRADEMARKS  
Washington, D.C. 20231

RECEIVED

OCTOBER 01, 2001

PTAS

WOODCOCK WASHBURN KURTZ ET AL.  
MICHAEL P. DUNNAM  
ONE LIBERTY PLACE-46TH FLR  
PHILADELPHIA, PA 19103-7301



\*101795967A\*

ASTB-0044

RECEIVED

OCT 04 2001

**UNITED STATES PATENT AND TRADEMARK OFFICE**  
**NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT**

Woodcock Washburn Kurtz  
Mackiewicz & Norris LLP

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PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 07/26/2001

REEL/FRAME: 012018/0642

NUMBER OF PAGES: 4

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).

ASSIGNOR:

✓ PHILLIPS, ALAN PAUL ROLLESTON

DOC DATE: 06/30/2001

ASSIGNEE:

✓ TOUCH CLARITY LIMITED  
28 BRUTON STREET  
LONDON W1X 7DB, UNITED KINGDOM

✓ SERIAL NUMBER: 09814308

PATENT NUMBER:

✓ FILING DATE: 03/22/2001

ISSUE DATE:

JACQUELINE MOORE, PARALEGAL  
ASSIGNMENT DIVISION  
OFFICE OF PUBLIC RECORDS

08-02-2001

ASTB-0044



101795967

ed original documents or copy thereof.

To The Honorable Commissioner of Patents

1. Name of conveying party(ies): 7-26-u)

Alan Paul Rolleston Phillips

June 30, 2001

First Assignor

Date of Execution

Second Assignor

Date of Execution

Third Assignor

Date of Execution

Fourth Assignor

Date of Execution

Fifth Assignor

Date of Execution

Sixth Assignor

Date of Execution

2. Name and address of receiving party(ies):

Touch Clarity Limited  
28 Bruton Street  
London W1X 7DB  
United Kingdom

Additional name(s) &amp; address attached? ( ) YES (X) NO

3. Nature of Conveyance (check only one):

- (X) New Assignment ( ) Merger  
( ) License Agreement ( ) Security Agreement  
( ) Change of Name ( ) Other:

( ) Cross-reference of Assignment filed in United States  
Application No. @@@/@@@@, @@@, recorded on  
@@@@/@@/@@ at Reel No. @@@@@ and Frame No.  
@@@@@

4. Identification of Application number(s), patent number(s) OR date of execution of application to which assignment refers:

Application Nos.:

Patent Nos.:

Date application was signed by the first named executing inventor

09/814,308

(Fill-in this date only if assignment is filed together with a new application)

5. Name and address of party to whom correspondence concerning documents should be mailed:

Name: Michael P. Dunnam  
WOODCOCK WASHBURN KURTZ MACKIEWICZ & NORRIS LLP  
One Liberty Place - 46th Floor  
Philadelphia, Pennsylvania 19103-7301  
215-568-3100

6. Total number of applications and patents involved: One  
(1)

7. Total fee (37 CFR 3.41): .....\$40.00  
(X) Enclosed  
( ) Authorized to be charged to Deposit Account  
Number 23-3050

8. Please charge any deficiency or credit any overpayment to Deposit Account Number 23-3050

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Michael P. Dunnam/32,611

Name of Person Signing/Reg. No.

Signature

July 24, 2001

Date

Total number of pages including cover sheet, assignment document and additional pages attached thereto: Four (4)

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks  
Box Assignments  
Washington, D.C. 20231

08/01/2001 LMUELLER 00000255 09814308

**PATENT**  
**Sole Inventor**

**(Pending Application;**  
**Serial No. Known)**

**DOCKET NO.: ASTB-0044**

**ASSIGNMENT**

WHEREAS, I **Alan Paul Rolleston Phillips**, herein after referred to as the assignor, residing at **The Bothy, 16 Croughton Road, Aynho, Banbury, Oxfordshire OX17 3BA, United Kingdom**, am the inventor of certain inventions or improvements for which I have made application for Letters Patent of the United States, identified as Serial No. **09/814,308**, filed **March 22, 2001**, entitled **CONTROLLER FOR CONTROLLING A SYSTEM**; and

WHEREAS, **Touch Clarity Limited**, hereinafter referred to as the assignee, of **28 Bruton Street, London W1X 7DB, United Kingdom**, a corporation of **United Kingdom** is desirous of acquiring the entire right, title and interest in and to the said inventions or improvements and in and to the said application, and in, to and under any and all Letters Patent which may be granted on or as a result thereof in any and all countries:

NOW, THEREFORE, for and in consideration of the sum of One Dollar (\$1.00) to me in hand paid by said assignee, and other good and valuable consideration, the receipt of which is hereby acknowledged, I, the said assignor, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, to said assignee, the entire right, title and interest in and to said inventions or improvements and said application and any and all continuations, divisions and renewals of and substitutes for said application, and in, to and under any and all Letters Patent which may be granted on or as a result thereof in the United States and any and all other countries, and any re-issue or re-issues or extension or extensions of said Letters Patent, and assign to and authorize said assignee to file in my name applications for Letters Patent in all countries, the same to be held and enjoyed by said assignee, its successors, assigns, nominees or legal representatives, to the full end of the term or terms for which said Letters Patent respectively may be granted, reissued or extended, as fully and entirely as the same would have been held and enjoyed by me had this assignment. sale and transfer not been made.

AND I hereby covenant that I have full right to convey the entire interest herein assigned, and that I have not executed and will not execute any agreement in conflict herewith, and I further covenant and agree that I will each time request is made and without undue delay, execute and deliver all such papers as may be necessary or desirable to perfect the title to said inventions or improvements, said application and said Letters Patent to said assignee, its successors, assigns, nominees or legal representatives, and I agree to communicate to said assignee, or to its nominee all known facts respecting said inventions or improvements, said application and said Letters Patent, to testify in any legal proceedings, to sign all lawful papers, to execute all disclaimers and divisional, continuing, reissue and foreign applications, to make all rightful oaths, and generally to do everything possible to aid said assignee, its successors, assigns, nominees and legal representatives to obtain and enforce for its or their own benefit

**PATENT**  
**Sole Inventor**

proper patent protection for said inventions or improvements in any and all countries.

AND I hereby authorize and request the Commissioner of Patents and Trademarks of the United States and any official of any country or countries foreign to the United States whose duty it is to issue patents of applications as aforesaid, to issue to said assignee, as assignee of the entire right, title and interest, any and all Letters Patent for said inventions or improvements, including any and all Letters Patent of the United States which may be issued and granted on or as a result of the application aforesaid, in accordance with the terms of this assignment.

IN WITNESS WHEREOF, I have hereunto set my hand and seal.

Date: 30th JUNE 2001

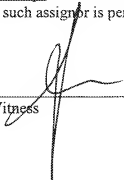
 (L.S.)  
Alan Paul Rolleston Phillips

**PATENT**  
**Sole Inventor**

**STATEMENT BY WITNESS**

I, x ACEX RATHAMAN, whose full post office address is  
x 10 LINDSEY, WIMBORNE PARK ROAD, LONDON SW19 6PB UK  
was personally present and did see Alan Paul Rolleston Phillips execute the above assignment  
on the x 30<sup>th</sup> day of x JUNE, 2001, and such assignor is personally known to  
me to be the person described in such document.

x 30<sup>th</sup> June 2001  
Date

x   
Signature of Witness

WOODCOCK WASHBURN, LLP CC NY:2929 ARCH STREET



JULY 19/2007

**UNITED STATES PATENT AND TRADEMARK OFFICE**UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND  
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

JULY 19, 2007

PTAS

**\*500317279A\***WOODCOCK WASHBURN, LLP  
2929 ARCH STREET  
CIRA CENTRE, 12TH FLOOR  
PHILADELPHIA, PA 19104-2891**\*500317279A\***UNITED STATES PATENT AND TRADEMARK OFFICE  
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENTTHE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF  
THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS  
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FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY  
CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 571-272-3350.  
PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE,  
MAIL STOP: ASSIGNMENT SERVICES BRANCH, P.O. BOX 1450, ALEXANDRIA, VA 22313.

RECORDATION DATE: 07/19/2007

REEL/FRAME: 019572/0771

NUMBER OF PAGES: 4

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).  
DOCKET NUMBER: ASTB-0044

ASSIGNOR:

TOUCH CLARITY LIMITED

DOC DATE: 07/11/2007

ASSIGNEE:

OMNITURE, INC.

550 EAST TIMPANOGOS CIRCLE  
OREM, UTAH 84097

SERIAL NUMBER: 09814308

FILING DATE: 03/22/2001

PATENT NUMBER:

ISSUE DATE:

TITLE: A METHOD FOR PERFORMING A PLURALITY OF CANDIDATE ACTIONS AND  
MONITORING THE RESPONSES SO AS TO CHOOSE THE NEXT CANDIDATE ACTION  
TO TAKE TO CONTROL A SYSTEM SO AS TO OPTIMALLY CONTROL ITS  
OBJECTIVE FUNCTION

USPTO

7/19/2007 10:55:48 PM PAGE 3/004 Fax Server

);WOODCOCK, WASHBURN, LLP CC WNY:2929 ARCH STREET

0195/2/07/11 PAGE 2

ASSIGNMENT SERVICES BRANCH  
PUBLIC RECORDS DIVISION



D:\WOODCOCK, WASHBURN, LLP CC \NY:2929 ARCH STREET

## PATENT ASSIGNMENT

Electronic Version v1.1  
Stylesheet Version v1.107/19/2007  
500317279

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Touch Clarity Limited	07/11/2007
RECEIVING PARTY DATA	
Name:	Omniture, Inc.
Street Address:	550 East Timpanogos Circle
City:	Orem
State/Country:	UTAH
Postal Code:	84097
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	09814308
CORRESPONDENCE DATA	
Fax Number:	(215)568-3439
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	215-568-3100
Email:	fpoore@woodcock.com
Correspondent Name:	Woodcock Washburn, LLP
Address Line 1:	2929 Arch Street
Address Line 2:	Cira Centre, 12th Floor
Address Line 4:	Philadelphia, PENNSYLVANIA 19104-2891
ATTORNEY DOCKET NUMBER:	ASTB-0044
NAME OF SUBMITTER:	Faith A. Poore
Total Attachments: 3 source=ASTB-0044-Assignment#page1.tif source=ASTB-0044-Assignment#page2.tif source=ASTB-0044-Assignment#page3.tif	

CH \$40.00 09814308

1 FITZROY SQUARE  
LONDON W1T 5HE

ASSIGNMENT

WHEREAS, **Touch Clarity Limited**, hereinafter referred to as the ASSIGNOR, a corporation of **United Kingdom**, having its principal place of business at ~~28 Bruton Street, London W1X 9DB~~, **United Kingdom** is the owner of certain inventions or improvements for which applications for Letters Patent have been made or for which Letters Patent have been issued, all of which are listed on Attachment A hereto (hereafter Patent Property); and

WHEREAS, **Omniture, Inc.**, hereinafter referred to as the ASSIGNEE, a corporation of **Delaware**, having its principal place of business at **550 East Timpanogos Circle, Orem, Utah 84097, United States**, is desirous of acquiring the entire right, title and interest in and to the said Patent Property in any and all countries;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, and intending to be legally bound hereby, ASSIGNOR has sold, assigned, transferred and set over, and by these presents does hereby sell, assign, transfer and set over to said ASSIGNEE, the entire right, title and interest in and to said Patent Property and any and all continuations, divisions and renewals of and substitutes for said Patent Property and to and under any and all additional Letters Patent which may be granted on or as a result thereof in the United States and any and all other countries, and any reissue or reissues or extension or extensions of said Letters Patent, and the full right to sue for and recover damages recoverable for past infringement of the same, and for violations of provisional rights having arisen from any published application(s) for said Patent Property. ASSIGNOR further assigns to and authorizes said ASSIGNEE to file corresponding applications for Letters Patent in all countries, to be held and enjoyed by said ASSIGNEE, its successors, assigns, nominees or legal representatives, to the full end of the term or terms for which said Letters Patent respectively may be granted, reissued or extended, as fully and entirely as the same would have been held and enjoyed by ASSIGNOR had this assignment, sale and transfer not been made.

It is hereby covenanted that ASSIGNOR has full right to convey the entire interest herein assigned, and that ASSIGNOR has not executed and will not execute any agreement in conflict herewith, and ASSIGNOR further covenants and agrees that it will each time request is made and without undue delay, execute and deliver all such papers as may be necessary or desirable to perfect the title to said Patent Property in said assignee, its successors, assigns, nominees, or legal representatives, and ASSIGNOR agrees to communicate to said ASSIGNEE or to its nominee all known facts respecting said Patent Property, to testify in any legal proceedings, to sign all lawful papers to execute all disclaimers and divisional, continuing, reissue and foreign applications, to make all rightful oaths, and generally to do everything reasonably possible to aid said ASSIGNEE, its successors, assigns, nominees and legal representatives to obtain and enforce for its or their own benefit proper patent protection for said inventions or improvements in any and all countries, all at the expense, however, of said ASSIGNEE, its successors, assigns, nominees or legal representatives.

DOCKET NO.: ASTB-0044 / C525

Corporation to Corporation

AND ASSIGNOR hereby authorizes and requests the Commissioner of Patents and Trademarks of the United States and any official of any country or countries foreign to the United States whose duty it is to issue patents on applications as aforesaid, to issue to said ASSIGNEE, as assignee of the entire right, title and interest, any and all Letters Patent for said Patent Property, including any and all Letters Patent of the United States which may be issued and granted on or as a result of any applications included in said Patent Property, in accordance with the terms of this assignment.

IN WITNESS WHEREOF, the undersigned, being properly authorized to execute this Assignment, hereunto sets their hand and seal.

WITNESSED BY.

*He Rm*

NAME Helen Protopopou

TITLE Str. Director Omnitrac EMEA

ADDRESS: 114 Tachbrook Street

SW1V2ND LONDON, UK.

TOUCH CLARITY LIMITED

By: *M. Weston*

Name:

Its: *Director*

(Title)

Date: *11 July 07*

*M* STATE OF \_\_\_\_\_:

: SS

*M* COUNTRY OF \_\_\_\_\_:

On this \_\_\_\_\_ day of \_\_\_\_\_, year of 2007, before me, the undersigned officer, personally appeared \_\_\_\_\_, who acknowledged himself/herself to be the \_\_\_\_\_ of Touch Clarity Limited, a corporation, and that he/she as such \_\_\_\_\_, being authorized to do so, executed the foregoing instrument for the purposes therein contained by signing the name of the corporation by himself/herself as \_\_\_\_\_.

\_\_\_\_\_  
Notary Public

DOCKET NO.: ASTB-0044 / C525

Corporation to Corporation

ATTACHMENT A

Our Reference	Client Reference	Application No.	Filing Date	Title
ASTB-0044	C525	09/814,308	March 22, 2001	A Method For Performing A Plurality Of Candidate Actions And Monitoring The Responses So As To Choose The Next Candidate Action To Take To Control A System So As To Optimally Control Its Objective Function

TO: ROBERT C. KOWERT COMPANY: P.O. BOX 398

**UNITED STATES PATENT AND TRADEMARK OFFICE**UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND  
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

\*501019203A\*

NOVEMBER 19, 2009

PTAS

ROBERT C. KOWERT  
P.O. BOX 398  
AUSTIN, TX 78767-0398UNITED STATES PATENT AND TRADEMARK OFFICE  
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

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RECORDATION DATE: 11/18/2009

REEL/FRAME: 023538/0077

NUMBER OF PAGES: 20

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).  
DOCKET NUMBER: 6067-00000/RCK

ASSIGNOR:

CMNITURE, INC.

DOC DATE: 11/12/2009

ASSIGNEE:

ADOBE SYSTEMS INCORPORATED  
345 PARK AVENUE  
SAN JOSE, CALIFORNIA 95110

SERIAL NUMBER: 10356685

FILING DATE: 01/30/2003

PATENT NUMBER:

ISSUE DATE:

TITLE: DISTRIBUTED DATA COLLECTION AND AGGREGATION

SERIAL NUMBER: 10609008

FILING DATE: 06/27/2003

PATENT NUMBER:

ISSUE DATE:

TITLE: CAPTURING AND PRESENTING SITE VISITATION PATH DATA

TO:ROBERT C. KOWERT COMPANY:P.O. BOX 398

023538/0077 PAGE 7

SERIAL NUMBER: 10039537 FILING DATE: 01/04/2002  
PATENT NUMBER: ISSUE DATE:  
TITLE: SIMPLIFIED DOCUMENT CREATION

SERIAL NUMBER: 11735840 FILING DATE: 04/16/2007  
PATENT NUMBER: ISSUE DATE:  
TITLE: ANALYTICS BASED GENERATION OF ORDERED LISTS, SEARCH ENGINE FEE DATA,  
AND SITEMAPS

SERIAL NUMBER: 11866248 FILING DATE: 10/02/2007  
PATENT NUMBER: ISSUE DATE:  
TITLE: SYSTEM AND METHOD FOR ACTIVE BROWING

SERIAL NUMBER: 12572727 FILING DATE: 10/02/2009  
PATENT NUMBER: ISSUE DATE:  
TITLE: DYNAMICALLY ALLOCATING MARKETING RESULTS AMONG CATEGORIES

SERIAL NUMBER: 09105529 FILING DATE: 06/26/1998  
PATENT NUMBER: 6278961 ISSUE DATE: 08/21/2001  
TITLE: SIGNAL AND PATTERN DETECTION OR CLASSIFICATION BY ESTIMATION OF  
CONTINUOUS DYNAMICAL MODELS

SERIAL NUMBER: 09191988 FILING DATE: 11/13/1998  
PATENT NUMBER: 6401057 ISSUE DATE: 06/04/2002  
TITLE: DETECTION AND CLASSIFICATION SYSTEM FOR ANALYZING DETERMINISTIC  
PROPERTIES OF DATA USING CORRELATION PARAMETERS

SERIAL NUMBER: 09932450 FILING DATE: 08/17/2001  
PATENT NUMBER: 6564176 ISSUE DATE: 05/13/2003  
TITLE: SIGNAL AND PATTERN DETECTION OR CLASSIFICATION BY ESTIMATION OF  
CONTINUOUS DYNAMICAL MODELS

SERIAL NUMBER: 10145569 FILING DATE: 05/13/2002  
PATENT NUMBER: 6732064 ISSUE DATE: 05/04/2004  
TITLE: DETECTION AND CLASSIFICATION SYSTEM FOR ANALYZING DETERMINISTIC  
PROPERTIES OF DATA USING CORRELATION PARAMETERS

SERIAL NUMBER: 09348218 FILING DATE: 07/06/1999  
PATENT NUMBER: 6708203 ISSUE DATE: 03/16/2004  
TITLE: METHOD AND SYSTEM FOR FILTERING MESSAGES BASED ON A USER PROFILE  
AND AN INFORMATIONAL PROCESSING SYSTEM EVENT

SERIAL NUMBER: 09814308 FILING DATE: 03/22/2001  
PATENT NUMBER: 7260551 ISSUE DATE: 08/21/2007  
TITLE: A METHOD FOR PERFORMING A PLURALITY OF CANDIDATE ACTIONS AND  
MONITORING THE RESPONSES SO AS TO CHOOSE THE NEXT CANDIDATE ACTION  
TO TAKE TO CONTROL A SYSTEM SO AS TO OPTIMALLY CONTROL ITS  
OBJECTIVE FUNCTION

SERIAL NUMBER: 10098854 FILING DATE: 03/13/2002  
PATENT NUMBER: 6892238 ISSUE DATE: 05/10/2005  
TITLE: AGGREGATING AND ANALYZING INFORMATION ABOUT CONTENT REQUESTED IN AN  
E-COMMERCE WEB ENVIRONMENT TO DETERMINE CONVERSION RATES



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## Patent Assignment Abstract of Title

**NOTE: Results display only for issued patents and published applications.  
For pending or abandoned applications please consult USPTO staff.**

## Total Assignments: 5

Patent #: 7260551

Issue Dt: 05/21/2007

Application #: 09814308

Filing Dt: 03/22/2001

Publication #: 2003004777

Pub Dt: 01/02/2003

Inventor: Alan Paul Rolleston Phillips

Title: A METHOD FOR PERFORMING A PLURALITY OF CANDIDATE ACTIONS AND MONITORING THE RESPONSES SO AS TO CHOOSE THE NEXT CANDIDATE ACTION TO TAKE TO CONTROL A SYSTEM SO AS TO OPTIMALLY CONTROL ITS OBJECTIVE FUNCTION

## Assignment: 1

Reel/Frame: 012018/0612

Recorded: 07/26/2001

Pages: 4

Conveyance: ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).

Assignor: PHILLIPS, ALAN PAUL ROLLESTON

Exec Dt: 06/30/2001

Assignee: TOUCH CLARITY LIMITED

28 BRUTON STREET

LONDON W1X 7DB, UNITED KINGDOM

Correspondent: WOODCOCK WASHBURN KURTZ ET AL.

MICHAEL P. DUNNAM

ONE LIBERTY PLACE-46TH FLR

PHILADELPHIA, PA 19103-7301

## Assignment: 2

Reel/Frame: 019572/0771

Recorded: 07/19/2007

Pages: 4

Conveyance: ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).

Assignor: TOUCH CLARITY LIMITED

Exec Dt: 07/11/2007

Assignee: OMNITURE, INC.

550 EAST TIMPANOGOS CIRCLE

OREM, UTAH 84097

Correspondent: WOODCOCK WASHBURN, LLP

2929 ARCH STREET

CIRA CENTRE, 12TH FLOOR

PHILADELPHIA, PA 19104-2891

## Assignment: 3

Reel/Frame: 022079/0141

Recorded: 01/06/2009

Pages: 12

Conveyance: SECURITY AGREEMENT

Assignor: OMNITURE, INC.

Exec Dt: 12/24/2008

Assignee: WELLS FARGO FIDELITY, LLC, AS AGENT

2450 COLORADO AVENUE, SUITE 3000 WEST

SANTA MONICA, CALIFORNIA 90404

Correspondent: SANDRA P. THOMPSON

18406 VON KARMAN AVENUE, SUITE 800

IRVINE, CA 92612

## Assignment: 4

Reel/Frame: 022525/0325

Recorded: 11/17/2009

Pages: 8

Conveyance: RELEASE BY SECURED PARTY (SEE DOCUMENT FOR DETAILS).

**Assignor:** WELLS FARGO FIDELITY LLC**Exec Dt:** 10/23/2009**Assignee:** EMNITURE, INC.550 EAST TIMPANOGOS CIRCLE  
OREM, UTAH 84097**Correspondent:** ROBERT C. KOWERT  
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AUSTIN, TX 78767-0398**Assignment: 5****Reel/Frame:** 023538/0077**Recorded:** 11/18/2009**Pages:** 20**Conveyance:** ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).**Assignor:** EMNITURE, INC.**Exec Dt:** 11/12/2009**Assignee:** ADOBE SYSTEMS INCORPORATED345 PARK AVENUE  
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